

## REMARKS

### Summary of Office Action

In the subject office action, the Examiner rejected claims 1-26 under 35 USC 102(a) in view of Applicant's "admitted prior art", and claims 1-8, 12-18 and 21-24 under 35 U.S.C. §103(a) as being unpatentable over Blinn et al (5,897,622) in view of Nazem et al (5,983,227) and Bijnagte (5,235,680). Claims 9-11, 19-20 and 25-26 were also rejected under 35 U.S.C. §103(a) as being unpatentable over Blinn, Nazem, Bijnagte and Anderson (5,974,396).

### Summary of Response

Applicant wishes to thank the Examiner for the telephone interview on May 12, 2000. Per discussion in the interview, Applicant offers to correct his "admission" stated in the last response, to overcome the §102 rejections. Further, Applicant offers to amend claims 1, 12 and 21 as set forth above to overcome the §103 rejections. Additionally, Applicant offers to amend claims 2, 7, 10, 11, 15, 19, 20 and 22 to conform these claims to the amendment being offered for claims 1, 12 and 21, and to correct a number of previously undetected informalities. All amendments find support in the original disclosure. No new matters are introduced.

Upon entry of the offered amendments, claims 1-2, 4, 7, 9-12, 14-15, 18-22, and 24-26 are pending. [Note that claims 3, 5, 6, 8, 13, 16, 17 and 23 have previously been cancelled.]

§102 rejections

Applicant did not mean to include "John L. Scott's Latest Innovation – Personal Web Address for Each Property", Yahoo! Finance, <http://biz.yahoo.com> (hereinafter, reference JLS1); and "URL for Every Listing: John L. Scott Tries Another Innovation" Inman News Features, <http://www.inman.com/Inman/Stories.asp?ID=12248&CatType=R> (hereinafter reference JLS2) among the admitted prior art. These two references were intended to be submitted as supporting materials for the petition to make special only. Accordingly, Applicant hereby clarifies that references JLS1 and JLS2 are NOT admitted prior art, only the other remaining John L. Scott references illustrating the historic manner John L. Scott offers real estate information are admitted prior art, thereby overcoming the Examiner's §102 rejections.

§103(a) obviousness rejections

Applicant offers to further amend the "URL limitation" recited in each of independent claims 1, 12 and 21 to recite "*a uniform resource locator (URL) consisting of a server name immediately followed by an identifier interpreted as a real estate identifier identifying a real estate*". Accordingly, the remaining pending claims are clearly directed towards a *particular novel manner* of application of the *dynamic page generation technology* to the presentation of *real estate* information, i.e. a manner under which *each real estate for sale is able to present an image of having its own personal web site*. The novelty of which is clearly acknowledge by those ordinarily skilled in the art of real estate sales and presentation of real estate information, as evidence by the two articles (references JLS1 and JLS2) submitted in support of the petition to make special,

where J.L. Scott, President of J.L. Scott Real Estate describes this feature as "the ultimate application of Internet marketing for seller's homes".

As discussed in the last response and in the telephone interview, Blinn teaches dynamic generation of product information pages, while Nazem teaches generation of customized information pages with conditionally generation of a user template (employed in the generation of a customized page), and Bijnagte teaches a computerized method for communicating real estate information (see their respective abstracts). Even if we assume arguendo that the Examiner is correct in that Bijnagte provides the motivation for a person ordinarily skilled in the art to apply the teachings of Blinn and Nazem on dynamic and conditional generation of product information page to real estate, the teachings in combination nevertheless fails to teach the required novel particularization of using a *URL consisting of the server name immediately followed by a real estate identifier*, to give each real estate the advantage of having the appearance of having its own web site. [As the Examiner and those ordinarily skilled in the art would appreciate, for each real estate to actually have its own web site, requires registration by each of the real estate sellers with the proper domain name assignment authority, and retaining web site developers to put up its own web site.]

Thus, in view of these benefits, and the failure of the combined reference in suggesting the required unique manner of particularizing dynamic page generation to real estate to achieve these results, Applicant submit independent claims 1, 12 and 21, viewed as a whole, as required by law, is not obvious in view of the cited references, and accordingly patentable over the cited references.

Claims 2, 7, 9-11, 15, 18-20, 22 and 24-26 are dependent on claims 1, 12 and 21, therefore by virtue of at least their dependency, these claims are also patentable over the cited references, and in the case of claims 9-11, 19-20, and 25-26, even if further in view of Anderson (as Anderson also does not remedy the above discussed deficiency in teachings by Blinn and Nazem).

Claims 2, 7, 9-11, 15, 18-20, 22 and 24-26 contain additional limitations that render them further patentable over the cited references. For example, claims 4 and 14 particularize the real estate identifier to the real estate's multiple listing service (MLS) identifier. While MLS identifier, in and of itself is known in the art, but nothing in the combined references suggest the required employment of a composite URL *consisting of a server name immediately followed by a MLS identifier* (reading the limitations cumulatively). As a further example, claims 7, 18 and 24, further require the real estate identifier be appended with a code identifying a marketing source. Again, while marketing source code, in and of itself is known in the art, but nothing in the combined references suggest the required employment of a composite URL *consisting of a server name immediately followed by a real estate identifier appended with a marketing source code* (reading the limitations cumulatively).

Thus, allowance of the remaining pending claims 1-2, 7, 9-12, 15, 18-22 and 24-26, and early issuance of the Notice of Allowance is earnestly sought.

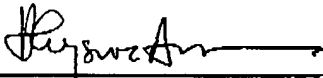
Should there be any lingering questions of patentability, Applicant respectfully requests the Examiner to telephone the undersigned to resolve them.

Please charge any shortages and credit any overages to our Deposit Account

No. 02-2666.

Respectfully submitted,  
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, L.L.P.

Date: May 12, 2000

  
\_\_\_\_\_  
Aloysius T.C. AuYeung  
Reg. No. 35,432

12400 Wilshire Blvd.  
Seventh Floor  
Los Angeles, CA 90025  
(503) 684-6200